



USDA Weekly Retail Turkey Feature Activity

Fri. Jan 20, 2006

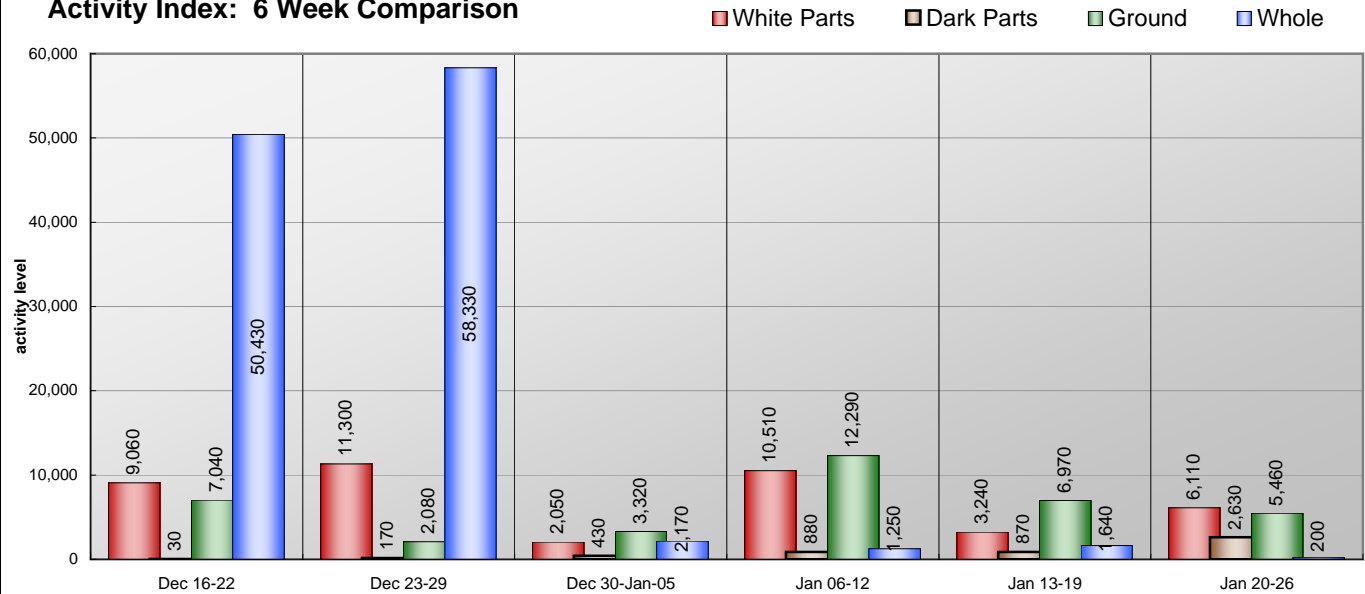
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/20 thru 01/26.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	49.5% of 16,700 outlets		47.9% of 16,700 outlets	
Special Rate 4/	3.9%		7.2%	
Activity Index 2/	14,400		12,720	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			20	1.09
" - Toms			20	1.09
Frozen - Hens	100	0.78	800	0.81
" - Toms	100	0.78	800	0.81
PARTS:				
Breast:				
Bone-in, whole				
Fresh	140	1.29	320	1.47
Frozen	610	1.52	450	1.50
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh			10	2.48
Rotisserie (24 oz)	2,860	6.49	1,360	6.00
Boneless, whole				
	50	3.69		
Cutlets	1,080	3.87	660	4.24
Strips	680	3.82		
Tenders	690	3.81	440	3.67
Drumsticks	1,250	1.36	60	1.29
Thighs	110	1.59	60	1.59
Wings	1,190	1.37	180	1.09
Necks			180	1.09
Smoked Drumsticks	30	1.82	250	1.50
Smoked Wings	50	1.68	140	1.59
Smoked Necks				
GROUND TURKEY:				
Patties	900	2.52	180	2.55
Sausage	620	2.48	1,120	2.24
85% lean	710	1.55	1,490	1.60
93% lean	2,620	2.14	2,880	2.26
Breast	610	3.98	1,300	3.99

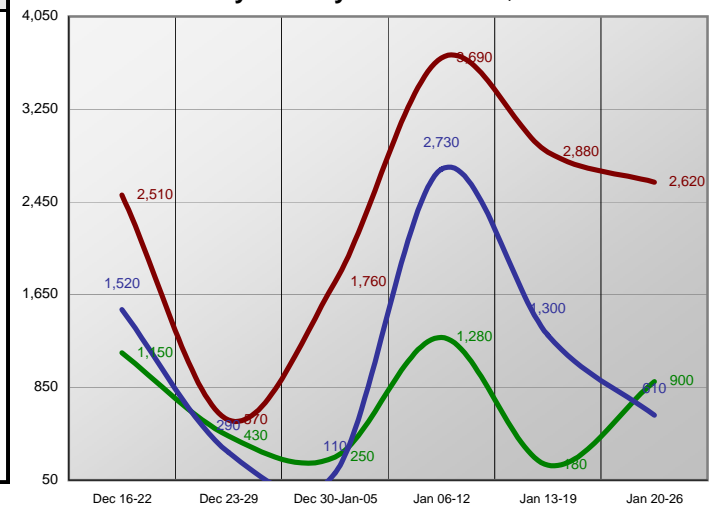
Activity Index: 6 Week Comparison



Turkey Featuring - 01/20 thru 01/26

Overall feature activity for turkey is slightly better than last week with about half of all sampled stores featuring turkey. Features of breast cuts are up significantly from last week, particularly for rotisserie breasts at the deli counter and for breast cutlets. Dark cuts, largely ignored at the retail case since late Fall, are enjoying active featuring this week and at higher advertised prices. Whole bird features have run their course with very limited featuring occurring early in the ad cycle. Ground turkey activity is down from last week with feature prices lower on nearly all types.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	55.6% of 8,200 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 7,660			44.1% of 4,900 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 3,180			42.9% of 3,600 sampled outlets 13.0% of stores w/ no-price promotions Activity Index = 3,560		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79	60 0.79		0.69 - 0.89	40 0.77				
" - Toms	0.79	60 0.79		0.69 - 0.89	40 0.77				
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.29	130 1.29		1.29	10 1.29				
Frozen	1.49	10 1.49		1.18 - 1.69	480 1.41		1.99	120 1.99	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	1,070 4.99		3.99 - 7.99	660 5.95		7.99 - 8.99	1,130 8.22	
Boneless, whole	3.69	50 3.69							
Cutlets	3.69 - 3.99	390 3.97		3.00 - 3.47	230 3.46		3.99	460 3.99	
Strips				3.47	220 3.47		3.99	460 3.99	
Tenders				3.00 - 3.47	230 3.46		3.99	460 3.99	
Drumsticks	0.99 - 1.69	980 1.36		1.49	110 1.49		1.29	160 1.29	
Thighs				1.59	110 1.59				
Wings	0.99 - 1.69	910 1.38		0.99 - 1.49	120 1.45		1.29	160 1.29	
Necks									
Smoked Drumsticks	1.59	20 1.59		2.29	10 2.29				
Smoked Wings	1.49 - 1.59	40 1.53		2.29	10 2.29				
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.89	610 2.52		2.50 - 3.00	240 2.54		2.39	50 2.39	
Sausage	2.29 - 2.59	370 2.50		2.40 - 2.46	250 2.46				
85% lean	0.99 - 1.79	450 1.52		1.44 - 1.79	140 1.51		1.69	120 1.69	
93% lean	1.99 - 2.59	1,910 2.12		1.99 - 2.40	270 2.26		1.91 - 2.40	440 2.15	
Breast	3.69 - 3.99	600 3.97		3.99	10 3.99				

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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